

LESSON 1

ADVERTISEMENTS

OBJECTIVES

Upon completion of this lesson, you should be able to:

- Start Microsoft Publisher.
- Identify the parts of the Microsoft Publisher window.
- Add text boxes.
- Enter text into a text boxes.
- Format text in a text boxes.
- Move and size text boxes.
- Add a picture frame and insert a picture into the frame.
- Format a picture frame.
- Add a border to surround a frame.
- Save and print a publication.

ESTIMATED TIME: 4 HOURS

What is an Advertisement?

An *advertisement* (ad) is a message designed to promote a product, service, event, or idea. It should be simple and to the point and it should spark your interest with a catchy phrase or logo.

Design Considerations for Advertisements

There are many design considerations when creating an advertisement. Following are some things that must be taken into account when the ad is being designed:

- **Size**—The ad size will depend on the publication in which it will appear. It may be in a newsletter, magazine, or newspaper. Although ads are designed somewhat differently for the three types of publications, you need to find out the requirements for the ad size because it will have to fit into a predetermined layout. Some ads cover a full page, while others cover one-half page, one-quarter page, or less. Small ads have to stand out because they must compete with all the other information on a page.
- **Headlines**—Avoid all capital letters (all caps). All caps are hard to read because of the uniform height of the letters.
- **Font Design**—Use no more than two typefaces in a publication. (You'll learn about font design or typefaces later in this lesson.)
- **Placement of Objects**—Place the most important objects in the upper third of the ad. People will not spend a lot of time reading an ad and may never get to the bottom portion.
- **Business Name**—Make sure the business name is big and bold. Avoid all caps.

- **White Space**—Make sure the objects are not too crowded within an ad and that there is empty or “white” space surrounding objects.
- **Cost**—Make sure you find out the cost of the ad you wish to run so you keep within your budget.

In this lesson you will be creating an advertisement to be placed in a newsletter for the Otter Creek Seniors Center. The ad will inform senior citizens of their bus riding privileges. The completed publication will look much like Figure 1-1.

What is Microsoft Publisher?

Microsoft Publisher is a page layout or desktop publishing program. By definition, *desktop publishing* is a system or set of tools used to combine text and/or graphics into a full-page layout. All businesses publish documents of various types and sizes.

You will find this software to be very user friendly while providing you with all the necessary tools to create publications ranging from simple to complex. All publications are made up of objects, such as text or graphics. In Publisher, all objects are inside frames. These frames can be moved around on the page and they can be resized.

Starting a New Publication

When you start Microsoft Publisher, the Getting Started with Microsoft Office Publisher 2007 appears, divided into three panes. Study Figure 1-2 as you read the descriptions below.

- **Getting Started.** This is at the top of the left pane and offers you popular publication types.
- **My Template.** This choice is also at the top of the left pane. It is a place for you to access customized templates that you have created and saved for frequently occurring formats.
- **Publication Types.** Here Microsoft provides a complete list of types of publications. Each choice contains multiple templates provided by Microsoft as well as blank page sizes.
- **Popular Publication Types.** In the middle pane, you should see icons representing the most-used types of publications
- **Recent Publications.** At the far right, the start-up window lists your most recent publications as well as a *From file* option to open a stored file not in the “Recent” list.

FIGURE 1-1
Completed Lesson 1 Project



FIGURE 1-2
New Publication Window



Exercise 1.1

1. With the Windows desktop showing in on your screen, click the **Start** button [Start Button Icon] on the Taskbar
2. Click **Programs** and choose **Microsoft Publisher**.
3. If the New Publication window illustrated in Figure 1-2 appears, study the parts described above. Then click **Blank Page Sizes** (the first choice in the **Publication Types** section of the task pane).
4. Scroll down slightly and click once to choose **Letter (Portrait) 8.5 x 11**. Look at the information in the Right Pane about the 8.5 x 11" page size you have chosen.
5. Finally, click **Create** at the bottom right of the window, and keep the file open for the next exercise.

The Microsoft Publisher Window

If you have not seen Microsoft Publisher before, you may be surprised to see all of the toolbars and rulers. It is a busy window! Following are descriptions of the various items in the Publisher window. These items are shown in Figure 1-3.

MENU BAR

At the top of the window below the title bar is the menu bar. These menu items open drop-down menus that list all the commands available in Publisher.

TOOLBARS

Below the menu bar and way at the left of the window are various toolbars. The toolbars that are active will be determined by what object you are working on in your window. Toolbars offer shortcuts to tools that are in the menus on the menu bar.

RULERS

You should see two rulers. One is a vertical ruler that runs along the left edge of the window and the other is the horizontal ruler that shows below the toolbars. These rulers are very useful when placing and sizing objects.

PUBLICATION DESIGNS

At the left you may see a Task Pane offering formatting choices, publication choices, or design choices complete with templates. We will be working with these designs in later lessons.

DOCUMENT PAGE

The document is represented by the picture of an 8½- x 11-inch page in the middle of the window. Inside the document page are light blue dotted lines for the margins and the columns.

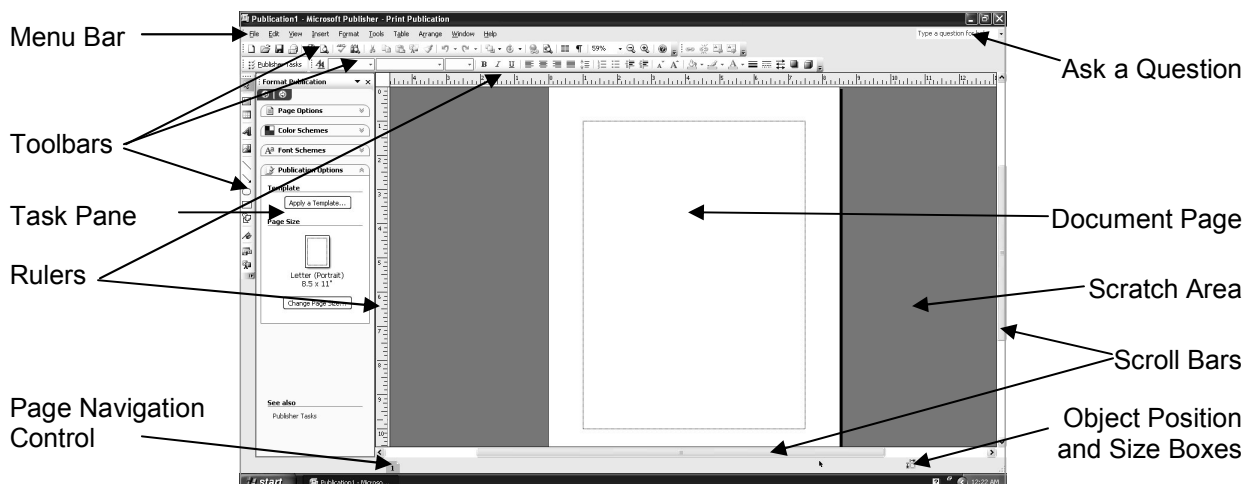
SCRATCH AREA

A gray area that is referred to as the Scratch Area surrounds the document page. Objects waiting to be placed in the publication can be placed temporarily in the Scratch Area.

SCROLL BARS

Along the bottom and the right side of the window are the scroll bars that are used to move the document left and right as well as up and down in the window. When you are working in a

FIGURE 1-3
Microsoft Publisher Window



close-up of your document, you may need to scroll horizontally to see the beginning of a line or vertically to see the top of a page.

ASK A QUESTION

In the upper right-hand corner of the window you will see an **Ask a Question** box on the menu bar. You can key questions in this box to quickly find help with the software.

PAGE NAVIGATION CONTROL

In the lower left corner of the window is a Page Navigation control showing you how many pages are in the publication and what page is currently showing in the window.

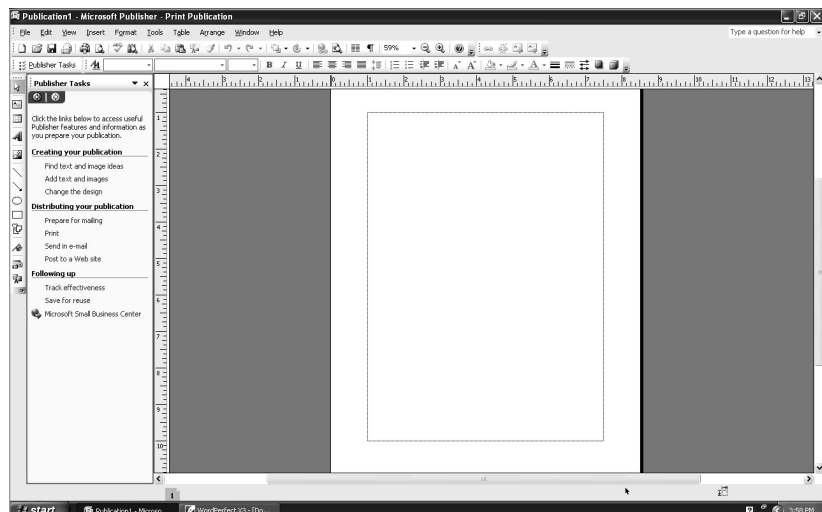
OBJECT POSITION AND SIZE BOXES

At the bottom of the window and toward the right are the Object Position and Object Size Boxes. The Object Position box gives the location of a selected object in relationship to the zero marks on the horizontal and vertical rulers. The position is determined using the coordinates of the upper left corner of the object. If no object is selected, only the X and Y coordinates of the mouse pointer will be shown. In the Object Size box, the first measurement is the width and the second is the height. You will become quite familiar with these features as you use the program.

Exercise 1.2

1. Click the X in the upper right corner of the *Task Pane* (Format Publication Pane at the left of the window) to close the pane.
2. Move your mouse so the pointer moves around on the window. Notice the little hairline markers that appear on the vertical and horizontal rulers to identify your exact location on the page. Also notice how the values in the object position box change.
2. Carefully position the tip of your pointer in the upper left corner of the document area. Notice that the hairline markers on the both rulers will be at zero.
3. Note that the blue box on the vertical scroll bar is about halfway between the top and the bottom. Drag it all the way to the bottom of the scroll bar.
4. Now drag it all the way to the top. Your document will move down. Finally, position it about at the center again and try moving the horizontal scroll bar at the bottom of the window.
5. Finish by centering the page in your window. Keep the document open.

FIGURE 1-4
Uncluttered Publisher Window
With Different View of Task Pane



Viewing the Task Pane

In the previous exercise you began by closing the pane at the left. This area is used for a variety of functions, depending on what you are doing with your publication. You can redisplay a pane similar to the one that showed when you began Publisher by opening the View menu and choosing Task Pane. Figure 1-4 shows the Publisher window with the main Task Pane showing. This pane appears if you click the Publisher Tasks button on the toolbar just above the task pane. You can hide the Task Pane again by clicking the small X in the upper right corner of the Task Pane.

Exercise 1.3

1. Click the **View** menu and choose **Task Pane**.
2. Click the dark arrow that points down next to the x to see all of the available task panes.
3. Scroll down to **Format Publication** to return that task pane and look at the options.
4. Close the Task Pane again by clicking the **X** in the upper right corner of the Task Pane.

Viewing the Page

Publisher provides different levels of magnification of the page currently being displayed. The levels range from full page, where the entire outline of the page shows but the objects are small, to 800 percent, where very little of the page shows, and the print is eight times as big as it will be when the document is printed.

The advantage of all of these choices is that it allows you to zoom in on a detail for close work or to back out to the full page to see the overall layout of the element. You can change magnification in three places:

- View menu, Zoom submenu
- Zoom box on the first toolbar (see Figure 1-5)
- Right clicking any part of the document page and choosing Zoom

FIGURE 1-5
Zoom Box



Exercise 1.4

1. Click the drop-down arrow beside the Zoom box (see Figure 1-5) to see the list. Try several of the sizes and watch as your page size changes.
2. Use the + and – buttons to the right of the Zoom box (see Figure 1-5) to change the view. Then return to the Whole Page option.
3. Right click on any part of the document page and click **Zoom** to display a submenu of magnification choices. Choose **100%**. (The Selected Objects choice is not available because you did not click on an object.)
4. You can toggle between views with the **F9** key. Change the magnification to 50% and press **F9** again. It should change to 100%. Press **F9** again. It should change back to 50%.

→**Tip:** Publisher has dozens of keyboard commands like F9 in Step 4. Most of these commands are listed in Appendix B. Check this list frequently to see how you can work more efficiently.

5. Open the **File** menu and choose **Close**. You will be asked if you want to save the changes you made to this publication. Click **No**. This will return you to the main Publisher start-up window.

Page Setup

Despite the fact that Publisher offers you a wide variety of sizes, there will be times when you need to make adjustments to your page. This includes determining the size of the publication and setting the margins to contain the objects in your publication.

PAGE SIZE

Publisher 2007 enables you to create a publication of any size. For an advertisement for a newspaper or newsletter or magazine, that is important. In Publisher 2007, you will make a custom size choice from the main start-up menu and enter the desired width and height of the publication.

LAYOUT GUIDES

The margins that show on the page are called “layout guides.” These guides do not print, but they plan an important role in the design of the document. They provide a visual “reference for the margins of the document and help you with the placement of the elements in the publication—text as well as graphics.

There are several types of layout guides. Most are used for margins, although when you are working in some of the later lessons where the text and objects are arranged in columns, you will learn to set “column guides” for your documents.

In the next exercise, you will be working with a *dialog box* (see Figure 1-6). This is a Windows feature where you enter instructions to the program about formatting choices. Whenever you are working in a dialog box and press Enter, the dialog box is closed. If you have several changes to make in a dialog box, move from text box to text box (the places where you key the information) with the Tab key or use the mouse to click the insertion point into the desired text box for the change. Press Shift+Tab to move to the previous box. If you accidentally press Enter, you can reopen the dialog box to make the remaining changes.

Exercise 1.5

1. With the main Publisher 2007 start-up window showing. Click **Blank Page Sizes** in the Publication Types. Scroll down a little to the bottom of the first group of page sizes and choose **Custom page size**
2. Look at the dialog box that appears. At the left you will make your choices. At the right, you will see the results of those choices. Click in the **Width** box and key **4**.

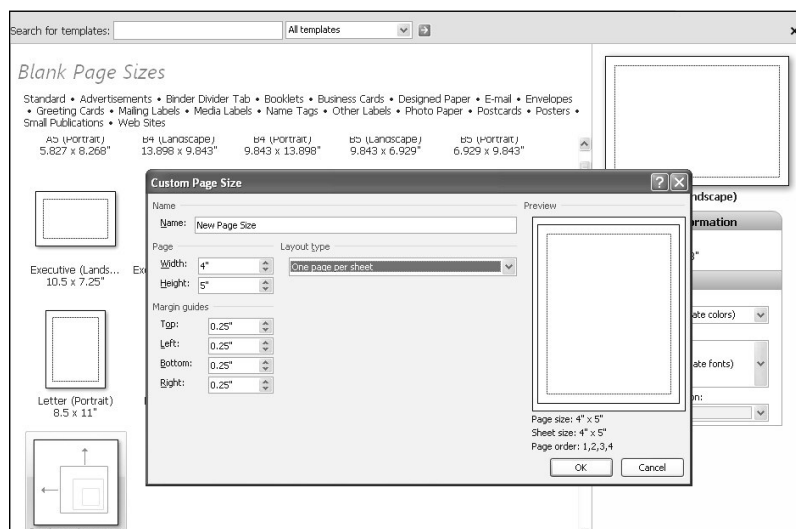


FIGURE 1-6
Page Setup Dialog Box

3. Tab to the *Height* box and key **5**.
4. Tab to the text box for the top Margin Guide and key **0.25**. Tab again and enter the same value for each of the margin guides. Click **OK** to close the Custom Page Size dialog box.
5. Click **Create** in the lower right center to create the document. Look at the rulers above and to the left of your publication. Note that your “page” now measures 4 x 5 inches and that you have quarter-inch margins.

Layout Guide Options

Layout Guides can also be set from Arrange menu. This menu offers a variety of tools to make your work in Publisher more efficient and more concise.

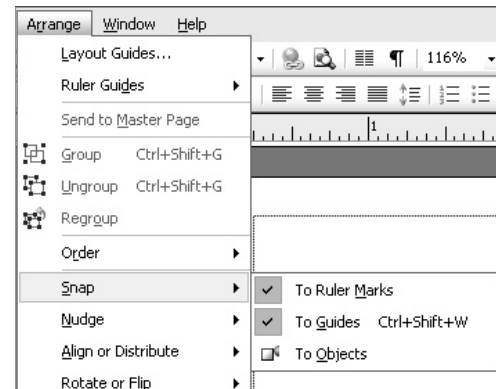
SNAP TO GUIDES

You can use the layout guides to line up objects exactly. This is done by turning on an option called *To Guides* from the Snap choice in the Arrange menu.

While Snap to Guides feature is useful for views of all sizes, it is especially valuable when you are working in Full Page view because the layout guides become “sticky.” The mouse pointer catches slightly when it passes over a sticky guide. The pointer will also tend to jump to the next guide as it is being moved across the window.

When the To Guides option has been chosen, a check mark (✓) will appear at the left of the option, as illustrated in Figure 1-7. To turn the option off, you must again choose it from the Arrange menu.

FIGURE 1-7
Arrange Menu/Snap Submenu



HIDE LAYOUT GUIDES

You can hide the layout guides to make more display area available on the document page. The option to show or hide Boundaries and Guides is found in the View menu.

Exercise 1.6

1. Open the **Arrange** menu and point to **Snap**. The menu should look like Figure 1-7.
2. Click on **To Guides**. This will turn off the guides.
3. Open the **Arrange** menu again and point to **Snap**. Notice the check mark (□) is not there. Click **To Guides** to turn it back on.
4. Open the **View** menu and choose **Boundaries and Guides**. The menu will disappear, and you will see your document page without the margin guides.
5. Return to the **View** menu. Notice that now the check mark is missing at the left of Boundaries and Guides. Click **Boundaries and Guides** to display your layout guides.

6. Keep the file open for the next exercise.

Creating an Object

To create an object on the document page, you must first create a frame for the object. A *frame* is a container for an object. You must choose a tool from the Objects Toolbar (Figure 1-9) to create a frame. We'll begin at the top of the toolbar and discuss each button.

OBJECTS TOOLBAR

The Objects toolbar illustrated in Figure 1-8 is the row of buttons at the left of the window. Each tool performs a specific action. Notice that the tools appear to be grouped. At the bottom of the Objects toolbar is an arrow that leads you to a dialog box where you can add or remove buttons on the toolbar—in other words, you can customize the toolbar to meet your needs.

- **Select Objects**—The first tool on the top is known as the Selection tool. That button should be enclosed in a blue box because the pointer is chosen by default. When you choose one of the other buttons, the tool you choose will be enclosed in a box.
- **Text Box**—The second tool bears the text box icon. This tool is used to create a frame into which you'll place text.
- **Insert Table**—The Insert Table tool is used to create frame containing a table that consists of rows and columns into which text can be entered. You can plan a table and perform your own formatting or you can choose from 20 preformatted tables.
- **Insert WordArt**—The Insert WordArt tool is used to draw a frame into which you can place fancy text of some kind such as a title.
- **Picture Frame**—The Picture Frame tool is used to draw picture frames into which you can import clip art or a picture from your files or from a scanner or camera.
- **Line**—The Line tool is used for adding rules (lines) to your document. Those lines can be any length or any width and can be vertical, horizontal, or at an angle.
- **Arrow**—The Arrow tool is used for adding arrows that typically point to another object in the publication.
- **Oval**—The Oval tool is used to draw ovals or circles.
- **Rectangle**—The Rectangle tool is used to draw rectangles or squares.
- **AutoShapes**—The AutoShapes tool is used to create a variety of other geometric shapes.
- **Bookmark**—This tool is used to insert a bookmark into your document at the desired location. Bookmarks are used to bring you quickly back to a desired point in the document.
- **Design Gallery Object**—This tool is used to enter Publisher-designed objects such as banners, or coupons, and also to pull quotes into your publications.
- **Content Library**—You can save objects to be used from one publication to another. This is a helpful tool when it is desirable to have uniform objects for the publications in your organization.

FIGURE 1-8
Objects Toolbar



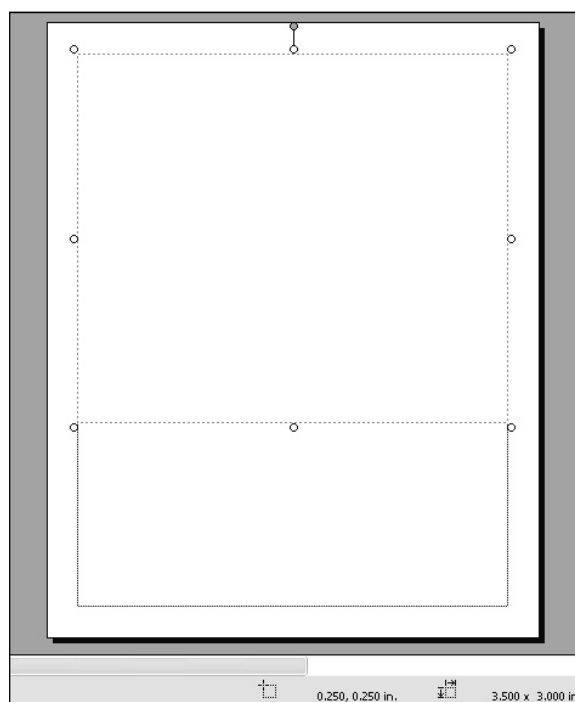
Using the Text Box Tool

If you use word processing software, you generally just start keying on the page where you want the text to appear. This procedure is possible in some desktop publishing programs as well. In Microsoft Publisher, however, you must first create a frame into which the text will either be keyed or imported from a text file.

It is simple to create a text box. Begin by clicking the Text Box tool. Your pointer becomes a *crosshair* instead of an arrow. Position the mouse pointer in the document page at one of the corners where you want your text box to begin (usually the upper left corner). Depress the left mouse button and drag the crosshair pointer (usually toward the lower right corner) until your box is approximately the size you'd like it to be. At that point, release the mouse button. When your box has been created, it will have white circles on all sides and corners. These circles are called *handles* and are used for resizing the box. If you don't like the size of the box or the current position of the box, you will be able to resize it and move it. You will learn that later.

There is also a green circle that is attached to the top of the box by a line. This is a tool that may be used to rotate a box.

FIGURE 1-9
New Text Box Object



Exercise 1.7

1. Click the **Text Box** tool on the Objects Toolbar. Look at the pointer. Its new shape is called a crosshair.
2. Point with the mouse pointer at the upper left corner of the layout guide and depress the left mouse button. Drag to create a box that measures about **3.5"** wide and **3.0"** high. (Watch the Object Size Box in the lower right corner for the measurements as you draw the box.) Release the mouse button when you are done. The box should look somewhat like the one in Figure 1-9.
3. Look at the sizing handles surrounding the box. Find the green rotate tool. Keep the publication open as you read on.

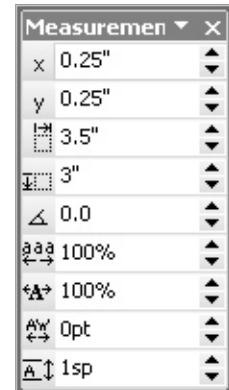
SIZING AND MOVING A TEXT BOX

Drag one of the handles of an object to make the object smaller or larger. To use this method of sizing an object, make the object active by pointing to it with the mouse pointer and clicking once. Then move your pointer over one of the handles until you see a double-headed arrow. When the arrow appears, hold down your left mouse pointer and drag. Watch the Object Size Box in the lower left corner of the window as you adjust the size. The first value is width and the second value is height.

You can use the Measurements toolbar to take the guessing out of sizing. Simply key in the width and height or use the spinner buttons to the right of the width and height text boxes to

increase or decrease the size. The Measurement toolbar can be chosen from the Toolbars choice in the View menu or you can double click on the Object Position box or Object Size box. You can move it around in the window by pointing to the bar at the top and dragging it to the desired position. The Measurement toolbar looks like Figure 1-10. The Measurements toolbar can also be used to format text in a text box. This will be covered in Lesson 2.

FIGURE 1-10
Measurement Toolbar



Moving an object can also be done in two different ways. You can drag the object around the page using the Move icon (looks like 4-headed arrow) and release the mouse button when the object is in the desired position. You can use the Object Position Box in the lower right corner of the window if you have a specific position in mind. The *x* value is horizontal and the *y* value is vertical. These positions are measured from the upper left corner of the document where the horizontal and vertical rulers begin at zero. The Measurement toolbar can also be used to specify a position by keying a value in the *x* and *y* boxes.

Exercise 1.8

1. Click the Text Box you created in the previous exercise, if necessary, to select it.
2. Point to the handle in the lower right corner. When you see the diagonal double-headed arrow, hold down your left mouse button and drag toward the lower right corner of the document page.
3. Release the mouse button when you see the Object Size Box show approximately **3.5" x 4.5"**. This takes lots of practice, so don't be concerned if it is not exact.
4. From the **View** menu, choose **Toolbars** and then **Measurement** to display the toolbar.
5. Key **3.5** in the width box and **3** in the height box as shown in Figure 1-10. Press the **Tab** key once to accept the changes. Keep your document displayed as you read on.

➔**Tip:** When keying sizes into the appropriate boxes on the Measurement Tool Bar, you do not have to key the inches sign or quotation marks.

Keying Text

Adding text to a text box is easy. When the text box is active (it has handles around it), you should see an insertion point blinking in the box. This is where the letters will appear as you key them. You will probably want to increase the magnification of the screen so you can read the letters you are keying.

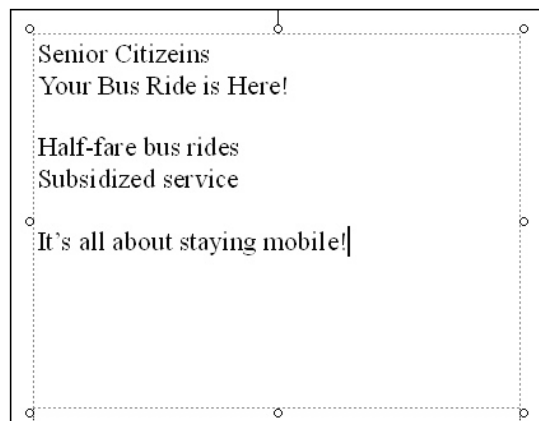
When you reach the right side of the box as you are keying text, you should let the text wrap around to the next line unless you want to start a new paragraph. Press Enter once or twice to start a new paragraph.

In the first exercise, you are going to key only part of the text. The company name and address will be in a separate text box.

Exercise 1.9

FIGURE 1-11
Text to Key

1. Activate the text box by clicking in it.
2. Increase the magnification by pressing **F9** or using **Zoom** so you can see the text you are keying.
3. Key the text in Figure 1-11. (If you make any keying errors, you will learn how to correct them soon.) Keep the publication open as you read on.



Editing and Formatting Text

Here are some techniques for editing text:

- If you catch yourself making an error as you are keying text, use your Backspace key to delete the characters to the left of the cursor.
- Use your Delete key to delete characters to the right of the cursor.
- If you see a word underlined in red, point to the word with the mouse pointer and right-click to see what spelling suggestions are available for the underlined word. If you see the correct spelling in the list, click to insert it.
- If you see a word(s) underlined in green, right click and read the suggested grammar correction. If you like the suggestion, click to insert it.
- To insert a word, click to position the insertion point where you want to add the word. Then key the new word.
- To delete a word, double-click it to select it and press Delete.

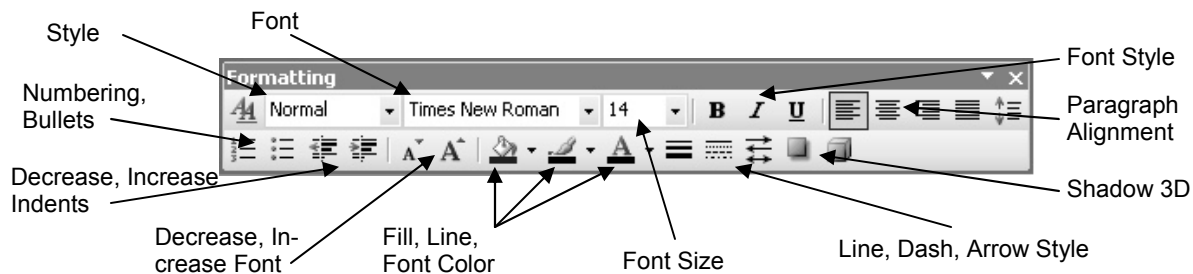
Exercise 1.10

1. Check for any words underlined in red. Right click the word and select the correctly spelled words.
2. Check for any words underlined in green. Right click the word and select the grammatically correct words.
3. Delete the word **Bus** in the third line.
4. Add the word **taxi** in the second to last line after the word **subsidized**. Keep the publication open as you read on.

When you create a text box, the Formatting toolbar becomes active. You may choose some formats before you begin keying. If the text is already keyed, you must select the text that is to be formatted and select the desired formatting (see Figure 1-12).

Four types of text formatting will be used in this lesson. They are font design, font size, font style (bold, italics, and underline), and paragraph alignment.

- **Font Design**—The design of the type refers to the typeface. Examples of typeface are Times New Roman and Arial. If a font has feet on the letters, it is referred to as a *serif* font and looks like what you are currently reading. Times New Roman is an example of a serif

FIGURE 1-12
Formatting Toolbar

font. Serif fonts are good for body text such as paragraphs. If a font has no feet, it is referred to as a *sans serif* font and looks like the steps in the exercises. Arial is an example of a sans serif font. Sans serif fonts are best used for display text such as titles and headings. Font design can make a difference on the *tone* of the publication. One font design may be best for a conservative publication and another may be best for a more creative publication. Choose a font that helps convey the message.

- **Font Size**—Fonts are measured in points. One point equals approximately 1/72 of a vertical inch. So 72-point text would be one inch tall. Type is measured in points ranging from 6 points (6 pt.) on the small end to several hundred points on the large end. Font size for paragraphs is generally 10 or 12 points. Titles typically have a larger font size than the paragraph font size so that they stand out.
- **Font Style**—Font Style is a variation within a font design such as bold, italics, and underline. Italics and bold work well for making words stand out. Underline is rarely used.
- **Paragraph Alignment**—Alignment refers to the left and right sides of a paragraph. Typically, paragraphs are formatted with left alignment and titles are formatted with center alignment.
 - Left—ragged right, even left
 - Center—ragged left and right
 - Right—ragged left, even right
 - Justify—even left and right

FIGURE 1-13
Formatted Text

Exercise 1.11

1. Select the text box you edited in the previous exercise. Use the tools on the Formatting toolbar to format the text as directed in the next steps.
2. Select the first three lines and format them as follows: Impact, 26 pt. bold, and center alignment.
3. Select the next two lines and format them as follows: Arial, 16 pt. bold, and center alignment.
4. With the same two lines selected, click the Bullets button. (Your bullets may not be the same size as those in Figure 1-13.)



5. Select the paragraph with the slogan and format it as follows: Arial, 20 pt. italics, and center alignment.
6. Grab the sizing handle at the bottom of the text box and drag it up a little below the text in the box. (If you go so far that you lose some text, readjust it.)
7. Keep the publication open as you read on.

Saving a File

When working with Publisher, you should save your work often so that nothing is lost if your computer power is interrupted. You have enough completed now to warrant saving. Check with your instructor as to where you should save your files. For these materials, it will be assumed that you are saving your work non-secure removable USB drive.

Although you will be told in these materials what to name each of your publications, filenames may be up to 255 characters, including spaces.

Publisher files often are large in size depending on the objects. Graphics, WordArt, and large-sized fonts add to the size of a publication.

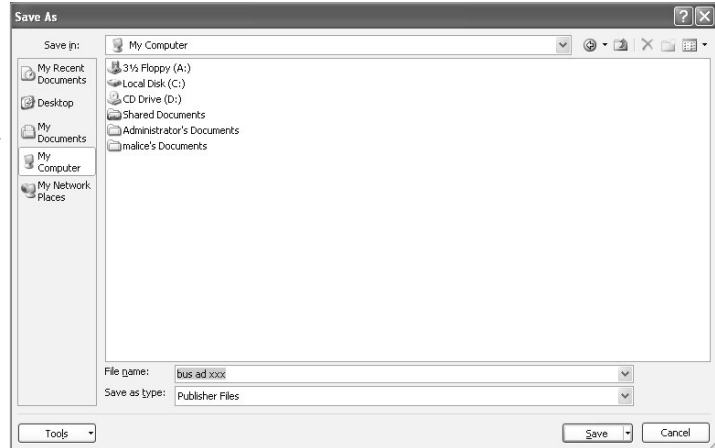


FIGURE 1-14
Save As Dialog Box

Exercise 1.12

1. Display the **File** menu and choose **Save As**.
2. Ask your instructor for the location where this file should be stored. Name the file **bus ad xxx**, substituting your initials for xxx. Publisher will automatically append the extension **.pub** to your file name. (See Figure 1-14.)
3. Click **Save**. Keep the publication open as you read on.

Creating Another Text Box

In the next exercise you will create another text box, enter text, and format the text like you used did for the first exercises.

Exercise 1.13

1. With **bus ad xxx** showing in the window, choose the Text Box tool on the Objects toolbar.
2. Draw a text box below the first text box that begins at **3.25"** on the vertical ruler. Make it **3.5"** wide and **1.25"** high.
3. Key the text shown in Figure 1-15.

4. Select and format the first line in Arial, 14 pt. bold, and center alignment.
5. Select and format the second line using Arial, 18 pt. bold, and center alignment.
6. Select and format the address and city using Arial, 10 pt., and center alignment.
7. Select and format the last line using Arial, 18 pt., bold, and center alignment. Keep the publication open.

Filling a Frame With Color

A common formatting technique is adding background color to a frame to make it stand out. This is known as a *screen*. The color you choose depends on what is in the frame. If the frame contains text, the color should not be so dark that it makes the text hard to read. Often the text should be bold to make it stand out within the formatted text box.

Use the Fill Color button to add color to a frame. This button displays a palette of colors (see Figure 1-16). Publisher bases the available colors on the *color scheme*, which is determined when a publication is created. A color scheme contains five colors that complement each other. These colors are assigned to various text objects. The default color scheme is Bluebird. Color schemes will be covered in a later lesson.

Exercise 1.14

1. With **bus ad xxx** showing in the window, select the new text box.
2. Click the arrow beside the **Fill Color** button on the Formatting toolbar.
3. Choose a gray or similar color that is not too dark.
4. Click the **Save** button on the Toolbar (the one that looks like a disk) to do an interim save of your publication.

FIGURE 1-15
A Second Text Box Frame



FIGURE 1-16
Filling a Frame with Color



Adding a Picture

Depending on the size of the ad, a picture may be added that will help attract attention to the ad or help clarify the message.

A picture can be added from a picture file stored on your computer system or a removable disk such as a floppy disk or a CD-ROM or it can be added from the Microsoft Clip Organizer. In this lesson, we will add it as a picture file. It is necessary to use only those graphic formats that are compatible with Microsoft Publisher. Those formats include the following:

- Graphics Interchange Format (.gif, gfa)
- JPEG File Interchange Format (.jpeg, .jpg, .jfif, .jpe)
- Microsoft Windows Bitmap (.bmp, .rle, .dib, .bmz)
- Microsoft PhotoDraw or PictureIt! (.mix)
- Portable Network Graphics (.png)
- TIFF, Tagged Image File Format (.tiff)
- Windows Enhanced Metafile (.emf)
- Windows Metafile (.wmf)

Other graphic formats may be added but special graphic filters need to be installed in order for those types of files to be added. These graphic files include the following:

- Encapsulated PostScript (.eps)
- Computer Graphics Metafile (.cgm)
- CorelDRAW! (.cdr)
- Macintosh Picture (.pict, .pct)
- WordPerfect Graphics (.wpg)
- Compressed Macintosh PICT (.pcz)

A picture frame can be placed by itself on a document page or it can be layered with other frames. In this lesson, you will be layering the picture frame on top of the text box because we need to keep the ad to a certain size. When objects are layered, it may be necessary to tell Publisher what object should be at the top and what object should be at the bottom. Since the text box was created first, it should not be a problem to add the picture frame on top of the text box.

To insert a picture, click the Picture Frame button on the Object toolbar and then draw the frame in your publication. When you do this, the Insert Picture dialog box will appear as shown in Figure 1-17.

Data Files

A number of prerecorded files (both text and images) are provided for you to use as you prepare your publications in this course. One of those files is needed for the next exercise. You will need to check with your instructor to find out where the prerecorded data files are located.

Exercise 1.15

1. With **bus ad xxx** open in the window, click **Picture Frame** on the Objects toolbar. Choose **Picture from File**.
2. With your mouse, point to the upper left corner where the top and left margin guides meet. Press and hold the mouse button as you drag down and to the right until the Size Box measures approximately **1.5"** wide and **1.5"** tall.
3. When the Insert Picture dialog box opens, locate the folder that contains the prerecorded data files and locate **Bus.jpg**
4. If you do not see a preview of the picture file, choose **Views** on the Insert Picture dialog box toolbar and change to **Preview**.
5. Double click the bus to insert the **Bus** picture, or click once to select the file and then click **Insert**. Click the **Save** button on the Standard toolbar.

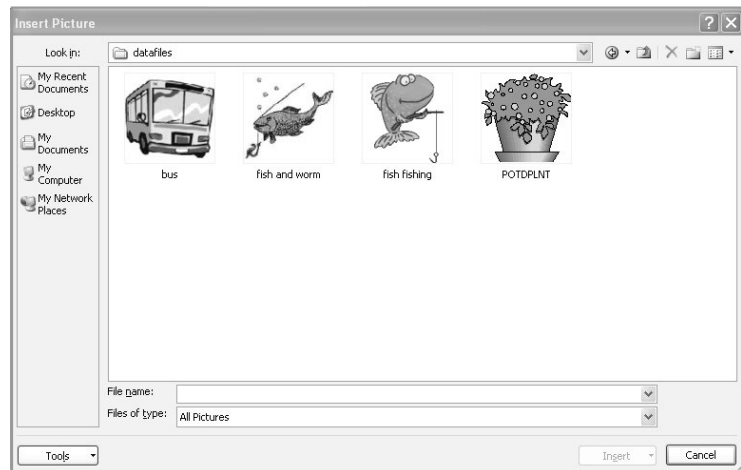


FIGURE 1-17
Insert Picture Dialog Box

➔**Tip:** If you do not want the picture to be sized proportionately, make sure the Lock aspect ratio option is off. The problem with turning this option off is that you risk resizing the picture disproportionately and it could change the look entirely.

Sizing and Moving a Picture Frame

With the picture frame in the ad, select it so that the handles appear. You need to make it bigger. You could use the same method you used for the text box, which would be to move your mouse pointer over a handle until a Resize icon appeared and then hold down the left mouse button and drag in or out. This works fine when you are not too concerned with an exact size. In this case, you need to make it an exact size so you are going to use the Format Picture dialog box (Figure 1-18) to specify a size.

The Format Picture dialog box can be opened by right clicking on the picture frame and choosing Format Picture or by choosing Picture from the Format menu. In the latter case, make sure the picture frame is selected first. With the Format Picture dialog box open, choose the Size tab and key in the desired height and width.

Once a picture is inserted in a publication, the Picture toolbar tools become available.

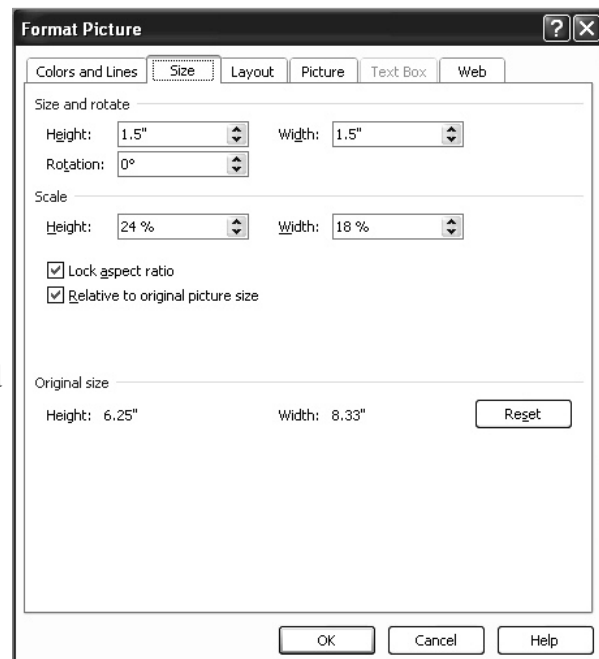


FIGURE 1-18
Format Picture Dialog Box

Overflow

If a text box is not large enough to hold all the text as a result of resizing, a box with an *A* will appear in the lower right corner of the box. This is referred to as the Text in Overflow indicator. When there is too much text for the box, it is stored in a special memory called the *overflow area*. It stays there even if the file is closed. When the box is made large enough to show all the text, the Text in Overflow indicator will disappear. (Sometimes a text file has extra blank lines at the end. These blank lines are considered text and make the text file seem larger than it really is.)

Exercise 1.16

1. Your **bus ad xxx** document should still be open in the window. Right click on the bus picture.
2. Choose **Format Picture**.
3. Choose the **Size** tab.
4. Make sure the **Lock aspect ratio** is not selected (no check mark).
5. Key **1.5** in the Height text box. The size should automatically appear in the Width text box. Click **OK**.
6. Notice in Figure 1-19 that the slogan has disappeared. An *A...* in a box appears at the bottom of the top text box. This means that there is more text than what is showing and that the excess is in the *overflow area*.
7. Click on the bottom middle handle of the top text box and drag the handle down until the missing text reappears. You may need to move the lower text box down a little. Keep the publication open as you read on.

FIGURE 1-19
Ad With Inserted Picture



Adding a Border

To add emphasis to an ad, a border can be added to any kind of box. This border can be of various thicknesses and colors. To add a border, select the box and choose a border style using the Line/Border Style button on the Formatting toolbar. The line styles (Figure 1-20) are listed by point measurement. There are 72 points in an inch. The default color is black. In this lesson we will not change the color of the border.

Exercise 1.17

1. Select the text box at the bottom of the ad. Click the **Line-Border Style** button.
2. Select the $\frac{3}{4}$ pt style.



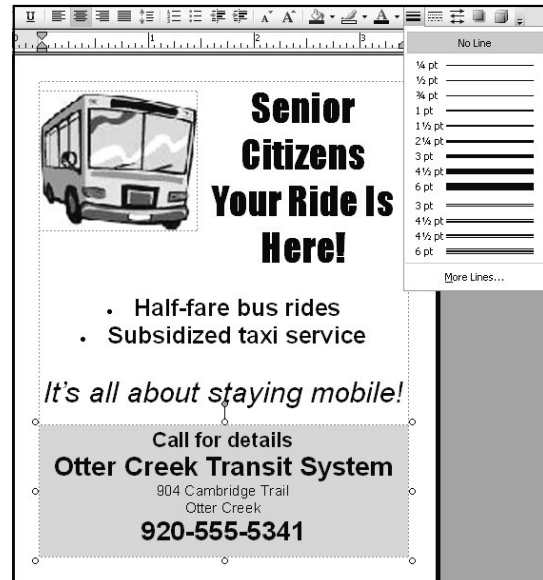
3. Check your work to make sure everything shows and looks good. Then click the **Save** button on the Toolbar to save your work again as **bus ad xxx**.

FIGURE 1-20
Adding a Border

The Completed Publication

Congratulations! You have finished your first publication.

Your publication should look like Figure 1-1. The Boundaries and Guides were turned off in the View menu for a more finished appearance in the figure.



Printing a File

Up until now you have been working with a soft copy, which means you have been viewing it only on the screen. To see a hard copy, you need to print it. To print, click the Print button on the Standard toolbar or open the Print dialog box from the File menu.

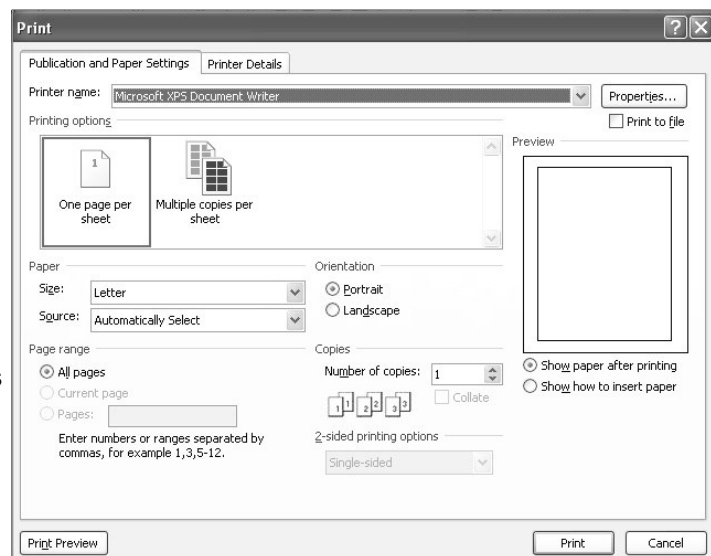
The Print dialog box (Figure 1-21) offers a choice of printers when you click the drop-down list to the right of Name. Also, if you have a multiple page document, the print range can be selected. You may want to print certain pages or just the current page. Depending on your printer, publications that contain graphics, color, WordArt, and large-sized font objects may print slowly. In that case, printing one page at a time can help speed things along. While you are checking the printed page, you can print another page. You can also select the number of copies in this dialog box. The default is one copy.

Because you are working with a publication that is smaller than 8½ x 11, you may be able to print more than one copy on a page. In the Printing options section of the dialog box, you may choose how many copies per sheet you wish to print. In this exercise, you will designate one copy per sheet.

FIGURE 1-21
Print Dialog Box

Exercise 1.18

1. Open the **File** menu and choose **Print**. Select your printer, if necessary. Leave the Print range at **All pages** and the Number of copies at **1**.
2. Select **One page per sheet**. Click **Print**.



3. Open the **File** menu and choose **Close**. Click **Yes** if you are prompted to save the changes made to this publication. Your **bus ad xxx** document should be closed and you will see a blank document page.
4. Open the **File** menu and choose **Exit** to close Microsoft Publisher.

Summary

In this lesson, you learned the following:

- The purpose of a desktop publishing program is to create publications containing text and graphics and that require more layout decisions than publications created with a word processing program.
- Microsoft Publisher has an Object toolbar that is used to create boxes for various objects.
- A text box is an object into which text is either keyed or imported.
- Text in a text box can be edited and formatted.
- Graphic files stored in a computer can be inserted using the Picture Frame tool.
- Picture frames can be moved, resized, flipped, and rotated.
- Microsoft Publisher is compatible with many graphic file formats.
- Page size and orientation can be changed in the Page Layout dialog box.
- Borders can be added to make a frame stand out.
- Publications can be saved and printed.

LESSON 1 REVIEW QUESTIONS

WRITTEN QUESTIONS

Write a brief answer to the following questions. Use complete sentences.

1. Explain the purpose of frames in Publisher.
2. Explain the purpose of the Scratch Area.
3. Explain the purpose of the position and size indicators in the lower right corner of the screen.
4. Explain the purpose of the layout guides.
5. Explain the purpose of the Measurements toolbar.
6. Explain how to add a border to a frame.

TRUE/FALSE

Circle T if the statement is true or F if the statement is false.

- T F 1. Picture frames can be moved and resized.
- T F 2. Only Microsoft Publisher graphics can be used in publications.
- T F 3. The Arrange menu is used to change the page size.

- T F 4. No text editing can take place in a Publisher text box.
- T F 5. Use the Formatting toolbar to create new picture frames and text boxes.
- T F 6. Advertisements are messages designed to promote a product, service, event, or idea.
- T F 7. The pane that appears at the left of the window when you begin a publication is known as the Scratch Area pane.
- T F 8. The more fonts you use in an advertisement, the more appealing the advertisement will be.

MULTIPLE CHOICE

Circle the best answer to each of the following statements.

1. What is the box at the top of the window that allows you to look at the document using a larger or smaller view?
 - A. Zoom
 - B. Snap to
 - C. Page Setup
 - D. Print
2. When using the mouse to draw a text box in the Document Page, what icon does the mouse pointer become?
 - A. Arrow
 - B. Moving
 - C. Resize
 - D. Crosshair
3. When moving a text box around in the Document Page, what icon does the mouse pointer become?
 - A. Arrow
 - B. 4-Headed Arrow
 - C. Resize
 - D. Crosshair
4. When resizing a text box, what icon does the mouse pointer become?
 - A. Arrow
 - B. Moving
 - C. Resize
 - D. Crosshair
5. Which dialog box allows you to change the margins of a publication?
 - A. Layout Guides
 - B. Page Layout
 - C. Print
 - D. Save As
6. Which of the following file formats is NOT compatible with Microsoft Publisher?
 - A. PDF
 - B. TIF
 - C. GIF
 - D. BMP

LESSON 1 PROJECTS

At the end of each lesson, you will be asked to complete one or more projects to reinforce what you learned in the lesson. Fewer explanations are given in the projects—you are, after all, applying skills you acquired in the lesson. As you go on to future lessons, the skills you gained in this lesson will be tested again and again. Try to remember as much as you can, but know that you can look back into the lessons for help when you need it.

PROJECT 1-1

The publication will have four different text boxes. Each one will be as wide as the left and right margins but of different height. Change the view, if necessary, so you can see what you will be keying.

Use a font that fits the occasion. The font used in Figure 1-22 is Comic Sans MS. The sizes may vary depending on the font chosen.

1. Open the File menu and choose New. Create a blank custom page that is 4.75" wide and 7.5" tall. Set 0.25" margin guides on all sides.
2. The first text box starts at the top margin guide. Make it 1.75" tall.
3. Right align the following paragraphs and format the text as shown in parenthesis.

Otter Creek (20 pt. bold)

Children's Fisheree (20 pt. bold)

Otter Creek Park—Miller Bay (12 pt.)

Saturday, August 11, 2007 (14 pt. bold)

10:00 a.m.-12:00 p.m. (12 pt.)

4. Create the second text box to start at 2.25" on the ruler. Make it 1.75" tall.

5. Center align the following paragraphs and format them as shown in parenthesis.

Kids 3 to 15 Years Only (14 pt. bold)

Free pop & lunch for kids & lots of prizes (12 pt.)

Check in at the tent the day of the Fisheree (12 pt.)

9:00 a.m. to 10:00 a.m. (12 pt.)

Only registered kids can enter the contest. (14 pt.)

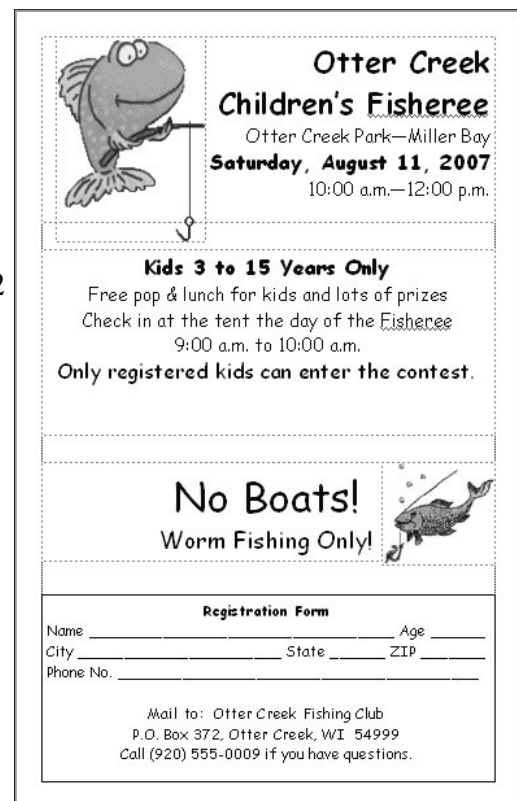
6. Create the third text box to start at 4.250" on the ruler. Make it 0.938" tall.

7. Center align the following paragraphs and format them as shown in parenthesis.

NO BOATS! (28 pt.)

Worm Fishing Only! (16 pt.)

FIGURE 1-22
Completed Project 1-1



**Otter Creek
Children's Fisheree**
Otter Creek Park—Miller Bay
Saturday, August 11, 2007
10:00 a.m.—12:00 p.m.

Kids 3 to 15 Years Only
Free pop & lunch for kids and lots of prizes
Check in at the tent the day of the Fisheree
9:00 a.m. to 10:00 a.m.
Only registered kids can enter the contest.

No Boats!
Worm Fishing Only!

Registration Form
Name _____ Age _____
City _____ State _____ ZIP _____
Phone No. _____

Mail to: Otter Creek Fishing Club
P.O. Box 372, Otter Creek, WI 54999
Call (920) 555-0009 if you have questions.

8. Create the last text box to begin at 5.25" on the ruler. It should measure 2" tall and end at the bottom margin guide.
9. Key the paragraphs and format them as shown in parentheses. The lines are created using the Shift and Underline keys and they may vary in length from those showing in Figure 1-23.

Registration Form (center align, 10 pt. bold)

Name _____ **Age** _____ (left align, 10 pt.)

City _____ **State** _____ **Zip** _____ (left align, 10 pt.)

Phone No. _____ (left align, 10 pt.)

Mail to: Otter Creek Fishing Club (center align, 10 pt.)

P. O. Box 372, Otter Creek, WI 54999 (center align, 10 pt.)

Call (920) 555-0009 if you have questions. (center align, 10 pt.)

10. Turn on a ¾ pt. border for the bottom text box.
11. Insert a 1.4" wide and 2" tall picture in the upper left corner. Put it on top of the text box. Insert the **fish fishing.gif** graphic from the data files.
12. Insert the **fish and worm.jpg** graphic from the data files in the right side of the third text box. *Challenge:* Change the text wrap for the graphic to None so that it does not push the text over.
13. When you finish, save the publication as **fisheree ad xxx**, substituting your initials for xxx. Print it and close it.

PROJECT 1-2

Your mother is a member of the Otter Creek Garden Club and she has asked you to create an ad for their upcoming annual plant sale.

1. Create a new custom page that is 4.75" wide and 4" tall. Set 0.25" margin guides on all sides.
2. Create a text box that snaps to all four margin guides.
3. Change the view, if necessary, so you can see what you will be keying.
4. Key and format the text in Figure 1-23. You choose the fonts! The two fonts used in the figure are Script MT Bold and Arial. You must keep the finished ad the original size, so choose your font sizes carefully.

FIGURE 1-23
Completed Project 1-2



5. Go to the data files and insert the picture file **potdplnt.wmf** on top of the text box and size it to fit to the left of the text as shown in Figure 1-24. It should push the text to the right.
6. When you finish, save the publication as **plant sale ad xxx** substituting your initials for xxx. Print one copy per sheet and close the file.

PROJECT 1-3

Choose a real or imagined upcoming event at your school that needs publicity. Create an advertisement for the school newspaper. Save it as **school ad xxx** substituting your initials for xxx. Print it and close it.